



Wrestlemania X's Hot Seats

Some Wrestling fans attending the sold-out *Wrestlemania X* in Madison Square Garden March 20 had truly hot seats. In fact, seats in the first six rows of the event were collector's items, with fans allowed to keep their chairs.

TitanSports Inc., parent company of the World Wrestling Federation which produces *Wrestlemania*, and AOH International, Deerfield, Ill., produced special chairs featuring the *Wrestlemania X* logo and bearing a bronze commemorative plaque. Some 452 of the "Platinum" ringside seats were offered at \$300 each, and all sold out within minutes of being placed on sale, according to the WWF.

"In the 10-year history of *Wrestlemania*, this was the fastest-selling ticket we've seen," reported Ed Cohen, vice president of arena booking for the WWF. "I would never have expected the \$300 'Platinum' seats to sell so quickly, but if we had more, I know we would have sold them as well."

"Platinum" seat holders had the option of carrying their chairs home after the event or having them shipped. About half the chairs were shipped to such far-flung destinations as Great Britain, Japan and Australia, according to AOH, which handled the shipping arrangements.

Now that *Wrestlemania X* is history, Cohen said he has received numerous requests from fans wishing to buy the chairs. All have been turned down, he said. "We only produced a 'limited edition' chair, and we have had to turn down all requests," he explained.

One chair, however, is still available. "It is an extra that we are keeping until this summer's IAAM national conference in Minneapolis. We plan to donate the chair, complete with WWF Superstar autographs, to the IAAM Foundation Silent Auction. I hope it brings in a bundle!"